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FEB 15 1928

**BILL'S**  
**BLUE BOOK**  
of  
**GLADIOLUS**  
Original and Other Varieties



1928

**GLADIOLUS**  
**BILL'S BULBS BLOOM BEST**  
**GLADIOLUS**

Trade Mark

Canandaigua,

New York

# Glad Flowers and Friends



In Summer my yard is a Heaven on earth,—  
My Glad dreams come true—and a fortune I'm worth,  
Such magical, marvellous markings and hues  
Of ecstatic velvet to make me enthuse!  
Glad visitors come and I lead them around  
While they "Oh!" and they "Ah!" with emotion profound.  
That peach came from Kunderd; this beaut came from Bill;  
That dream is from Diener; and so on until  
My friends get the fever and go away "fans"  
To have lovely visions and make lovely plans.  
And I feel quite satisfied, I've done my work;  
Glad is my mission and I shall not shirk.  
Which do I prefer, more than the rest?  
Whichever I'm looking at—that one is best.  
Baron Hulot is a good one to know,  
So is that recent one, Cameo,  
Lovely Blue Isle makes the Glad gardener smile,  
Sweet Betty Joy is in style all the while,  
Hilda, Elaine and Evangeline, too,  
Are all good Glad ladies for me and for you.  
Gentlemen Glads whom I greatly adore  
Are Robinhood, Red Jacket, gay Matador.  
I could not keep garden without Vanity,  
Freckles and Break O'Day both enchant me.  
I never will go without Allen V. Bunce  
When I've had the pleasure of growing him once.  
Parader is one that I always shall like,  
So's Opalescent, with nice bloom and spike.  
A bulb is a blessing throughout the whole year—  
It always gives comfort, excitement and cheer,  
So get you some bulbs and be evermore Glad,—  
No jollier joy on this earth can be had.

Benjamin Keech.

# Complete Descriptive and Illustrated

# Gladiolus

## Catalogue for 1928



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Why am I happy? I can't help but be,  
 In the midst of this ocean of Gladness;  
 That blots out the memories of heart-ache and sadness;  
 I would that more knew what it means to me.

Watching and hoping, to wait day by day,  
 For the old friends whose faces we know;  
 And the new ones, each with its own splendor and glow,  
 Our faith and our work to repay.

How can I be happy when others are sad?  
 I'm doing my bit to make the world brighter,  
 Banishing cares, making burdens seems lighter,  
 Through spreading the message, "Grow Glads and Be Glad."

—LEO E. MILLER.



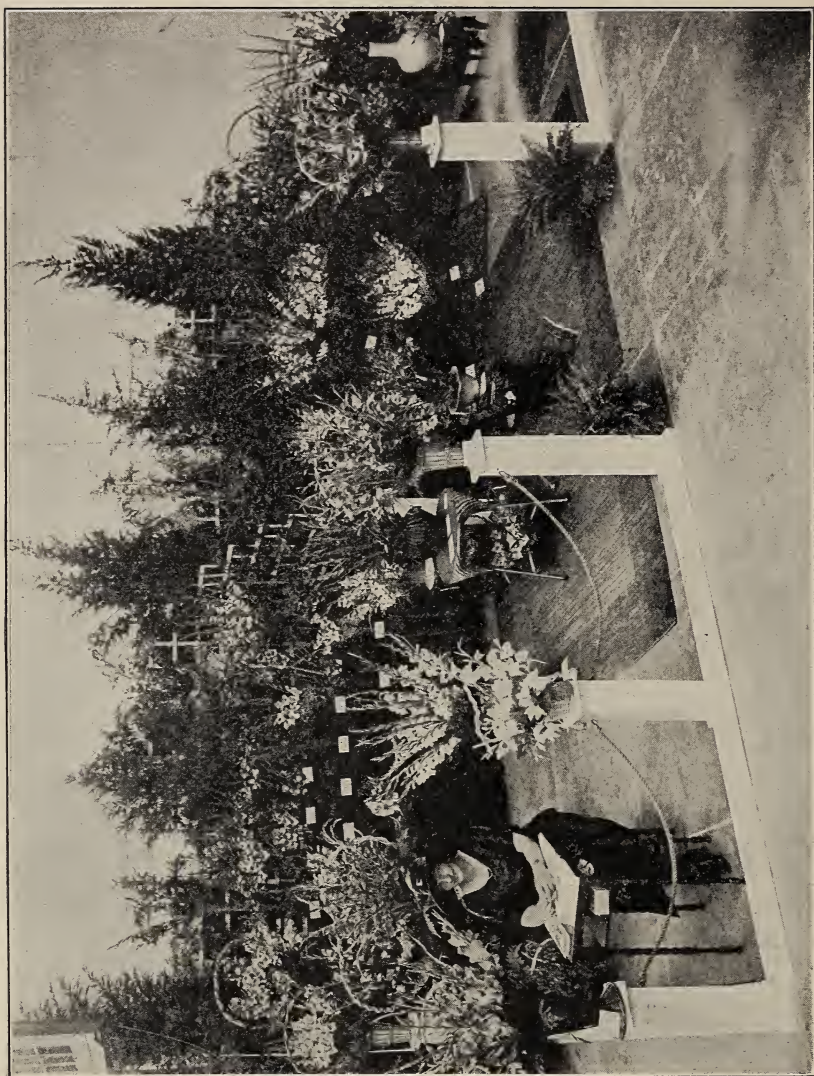


EXHIBIT OF BILL'S GLAD FARMS  
A. G. S. Show in Rochester, 1925

# GREETINGS

1928



For the year 1928 we are able to offer you this "**Blue Book**" made up almost entirely of "**Bill's Originations**." This book is intended to meet the wishes of the **Glad Fans** for the very best. You have already received a circular of the better known commercial varieties or will find one enclosed. Note that the order sheet is on the circular entitled "**New Pep in Your Garden**." We have placed a date on the order sheets and you are entitled to the extra bulbs if your order sheet reaches us before that date. Our object in giving you these bulbs is to get some of you to place your orders early and thus distribute our labor in entering and packing for shipment.

The past fall was ideal for harvesting *Gladiolus* bulbs, and with increased facilities including a modern dryer, our crop from thirty-two acres is a record one both as to quantity and quality. We are passing the benefits of this fine crop along to you by sweeping reduction in prices. You can now get some of the beauties you have been longing for.

With the description of each variety we have listed the prices for one or three of a kind. On Page 34 you will find prices per dozen and one hundred on all sizes we have to offer.

You will find on page 28 a list of new ones which are listed for the first time and a short selected list from other originators on page 29.

The descriptions of "**BILL'S ORIGINATIONS**" are as accurate as I am able to make them. In most cases the colors are described to conform to Ridgway's Standard Color Chart. I want to be honest with you and tell you that I have never yet seen a Glad that I thought was perfect in every way. Chas. Gersdorff has become the recognized authority on the scoring of Glads, but he has never scored one 100%. He has rated many of **BILL'S ORIGINATIONS** about 90% and he considers an 80% Glad in the Superlative Class.

I have told you the good points of each variety but have made no effort to tell you of the defects. If the defects are sufficient to make one undesirable, I simply do not list it at all.

A place is provided on our order sheet for you to answer "No" if you do not want us to make substitutions. We do not substitute as long as we have what you order, but after a variety is exhausted we put in a similar one of equal or greater value unless you say "No." The substitute will be correctly labeled.

You will find a number of special offers in this catalog. You will note each offer makes you a saving in price. Please don't ask us to make changes in these offers. It makes extra work in entering and packing your order.

You will note on Page 32 a scale of discounts you can use in making your own collections. Please don't apply the discounts to the special offers as we have already done so in making them up.

You will get an acknowledgment of January, February and March orders promptly, but in April and May we may be too rushed to do so. Shipping will begin as early in March as the weather permits.

Will you please give us the names of your friends who have gardens. We do not buy lists of names, but if you will put them on the sheet provided for that purpose it will be a pleasure to slip something extra in with your order just to show our appreciation.

On Page 39 we list some of the best garden books available. Also a few accessories on Pages 32 and 40.

I solicit your continued good will and patronage.

Yours most cordially,

GLADIOLUS BILL.

The Exhibits Winning These Cups Were Made Up Entirely Of  
**BILL'S ORIGINATIONS**



Loving Cup donated by  
 Club of Little Gardens.  
 Won for finest display,  
 Rochester, N. Y., 1923.

*Winning one cup may  
 have been an*

*Accident*



President's Cup, won for  
 the finest display, at  
 New York City, 1924.

*Winning the second cup  
 could have been a*

*Coincidence*



Times-Journal Loving Cup.  
 Won for most artistic  
 general display, Roches-  
 ter, N. Y., 1925.

*On winning the third  
 cup, it becomes a*

*Habit*



Silver Cup. Won for most  
 artistic general display,  
 at Rochester, N. Y.,  
 1926.

*Winning four years in  
 succession*

*A Record*

*There's a Reason!*



# A Little Chat with the Beginner

Probably you know something of the beauty of the *Gladiolus*, and I am giving this little chat for the benefit of those who are just breaking into the game and whose practical knowledge is more or less meager.

Most of you already know what I shall have to say and may be able to say it better than I can.

## What does a *Gladiolus* look like?

This is answered by just telling you to look at the pictures in this catalog.

## Does it grow from a seed?

Sure thing, but you never buy seeds. Very few try to grow them from seeds because they do not come true to color. You buy bulbs, that will give you flowers the first summer.

## When do you buy them?

You may place your order at any time and the bulbs are sent to you early in the spring. You plant them any time in the spring after the weather is settled. Watch your trees and when they start to put out new leaves it is time to plant your Glads.

## Where do you plant them?

I once delivered a package of bulbs to a little lady who was in the habit of planting her potatoes, beans and such according to the old time almanac. Her remark was, "Shall I plant them in the moon?" For a minute I did not grasp her meaning, but when I "came up for air" replied, "No, just plant them in the earth." To answer the question seriously, I will tell you to plant them in the garden. By this I mean don't dig out a little square or long narrow space in the lawn and just stick them in. Don't plant them along the side of a building. They want light, air and sunshine from all directions to do their best. If you want them to do their worst just plant them near a maple or elm tree. Perhaps a little shade from the tree would not hurt them, but beware of the tree roots. Those tree roots are taking all the plant food from the soil twice as far as the spread of the branches. Your Glads would simply starve.

## How do you plant them?

First of all, plant them right side up. If you cannot tell which is the top, remove the husk from one bulb. It does not hurt them to remove the husk, but don't let anyone tell you they will do better with the husk off. It is only a waste of time to do it. Now with the husk off see those circular rings on the bulbs. Just above each ring is an eye. The eye is where the top

growth starts and the bulbs must be planted with the eyes up.

You may plant them in rows or in solid masses. The easy way is to make a trench about five inches deep and place the bulbs on the bottom of the trench four inches apart. Then fill the trench level full with good soil. Put your rows far enough apart to allow for cultivation. If you want to walk between the rows have them three feet apart.

## Do they need rich soil?

Yes and no. Good fertile soil will produce the finest blooms. If it is too rich with fresh manure it will burn them. Apply the manure the previous fall or use only a light top dressing after planting. Use bone meal or sheep manure any time. Don't spade up a piece of old lawn or grass for your Glads. The top layer with the grass sod is filled with grubs, cut worms and wire worms. They are liable to attack your bulbs and plants. Better carry the sod away to a compost heap and put in new soil to replace it. Ask your druggist for a small piece of blue litmus paper. Bury this in your bed, then go and look at it in half an hour. If it shows signs of turning red sprinkle some lime on the surface and work it in before planting.

## What good are weeds?

Weeds are a blessing to your garden, if you don't let them grow. If it were not for the weeds we would not cultivate our gardens enough. They just make us do it! Your plants have to grow by taking up water from the soil with the plant foods in solution. If you don't cultivate, a crust forms on the surface. The crust evaporates moisture from the soil faster than a loose surface would and then your plants go hungry and thirsty. The roots of those plants also have to be supplied with air, which can not reach them through the hard crust.

## Do they need drainage?

Put a sponge in a pail of water and watch the air bubbles rise to the surface. When the bubbles stop you know the sponge is full of water and all the air is gone out of it. Then take the sponge out and let it drain. After awhile your sponge is still wet but all the openings are filled with air again. Now remember that plant roots need air, and try to figure out how they are going to get it if water stands around your plants. You have the same condition as the sponge in the pail of water. If there is not natural drainage to your soil you should provide it.

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## Should they be watered?

Bet your life they should. But listen, the good Lord can do it better than you can. Save your watering until you know they need it badly then do a good job. When you have finished dig in to see if it has wet down six inches. If not, keep at it until it has. Don't sprinkle a little every evening. Better not water at all than do that. A little sprinkle only induces the roots to push up toward the surface and next day the hot sun kills them. Water deep, induce the roots to grow down, stir the surface next day to dry the top and let air in. Then let alone for a week or so.

## May I cut them for house decoration?

"Sure as shootin'" you may! Your plants will grow from 6 to 9 leaves before the buds and blooms appear. When the first one or two blooms are open on a stalk cut the stem out between the fifth and sixth leaves counting from the bottom. Cut the flower stem as long as possible but for the "loveomike" leave at least four good uninjured leaves on the plant. These are the bulb factory to make your new bulb. Put the cut spikes in water. A vase 8 to 10 inches deep nearly full of water. Give fresh water every day and cut one-half inch off the bottom of the stem and remove the wilted flowers. Oh! Lady, Lady, don't use the scissors for cutting. Get a sharp knife. There is a reason but I haven't room to

tell it here. When the very top flowers bloom, cut the sterms off short and put in a low bowl. This will be about 10 days after you first cut them in the garden.

## Do I leave the bulbs in the ground over winter?

For goodness sakes, no! At least not unless you want to buy new ones next year. If you buy all the bulbs you have room for this year, you will not need to buy more for several years. So don't let them freeze in the ground. Watch those trees again and when the leaves drop off it is time to dig your bulbs. Cut the tops off close to the bulbs as soon as you dig them. Put where they will dry for 2 or 3 weeks. Then see how easy the old bulb you planted and the roots will come off the new bulbs. Throw the old bulbs away, as they are worthless. Put the new bulbs where they will not freeze but not too hot and dry. If you have a frost-proof fruit and potato cellar that is the best place. Look the bulbs over about Groundhog day, and if mouldy or roots starting, they are too damp. Give them ventilation. If the top sprouts are starting they are too warm. Put in a cooler place. Then look at them again early in March. You will have the new catalog by this time and if space permits I know you will want to order some more of "Bill's Bulbs."

Here's hoping your 1928 garden will be the best ever. GLADIOLUS BILL.



**FIRST PRIZE—TABLE DECORATION**  
**At American Gladiolus Society Exhibit in Rochester, 1926**  
 (The variety used was Theda.)



# General List of Bill's Originators

It is with considerable pride that we offer this list of BILL'S ORIGINATIONS from the productions of previous years. Some of the old ones have been dropped from the list, as we have new and better ones to take their place.

We seldom continue very long with any varieties that are not rapid propagators, regardless of their particular attractiveness and beauty. Rapid propagation and vigorous growers mean reduced production cost. This enables us to offer you for 1928 the very finest Glads in commerce at extremely reasonable prices.

**"BILL'S ORIGINATIONS" have made an enviable reputation in the "GLAD WORLD" and no garden is considered complete without some of Bill's Bulbs.**

Someone has written:

**"Better Begin Buying Bill's Bulbs  
Because Both Bud'n Bloom  
Bestow Beauty's Blessing."**

We have lost the name and address of the writer and if he will make himself known to us he may select \$10.00 worth of bulbs from this list with our compliments.

**ALMA MATER**—So named because it embodies the colors of the originator's Alma Mater. (The University of Tennessee). Beautiful large cream flowers with strong orange chrome throat. An unusual orange and white combination. Vigorous grower, large flowers and several open at once. **Each 75c; 3 for \$2.00**

**ARABY**—The open flowers are flushed Rosalane pink with a very distinct, strong throat of Tyrian rose. The buds are clear Chatanay pink. A vase of these flowers with buds one color and open flowers another color forms an unusual and striking floral arrangement. The flowers are large, well placed and frilled. Strong grower and several open at once. **.....Each 75c; 3 for \$2.00**

**ARBITRATION**—Salmon pink semi-primulinus with large florets well opened. Extra strong vigorous grower. **.....Each 15c; 3 for 40c**

**ARIEL**—Ariel—"The Fairy Sprite," is one of those airy graceful Primulinus hybrids most effectively used for table decorations and fancy baskets. A good, strong grower with creamy white flowers. In spite of the rather tall growth it stands up well and makes a thick row of foliage and blooms. We recommend it strongly for landscape plantings. **.....Each 15c; 3 for 40c**

**BETTY BUNCE**—Pale lilac flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight with large flowers of excellent substance. **.....Each 40c; 3 for \$1.00**

**ARISTOCRAT**—This is a true Aristocrat among the hundreds of new ones. Large strong massive spikes of most delicate coloring. A pale saffron pink flaked deep orange with cream throat and a very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. Chas. Gersdorff scored this under the revised A. G. S. system and gave it 95 per cent as an exhibition variety. Under his old system it scored several points higher. **Each \$1.00; 3 for \$2.50**

**BAMBINO**—Having in mind of course "Babe, the King of Swats," this one makes a hit "good for the circuit." Husky? Sure! Seven inches across and then some. Stems sometimes irregular. Rich rose pink with large heavy velvet Tyrian rose feather. Extra strong with 14 to 16 buds per spike. **.....Each 50c; 3 for \$1.25**

**BEATRICE**—Something entirely new! Appearance and texture of soft crepe paper. Tall, graceful stalks with well opened slightly hooded and frilled blossoms. BEATRICE is eosine pink laid over cream ground. This color is veined over the cream in such a way that the surface has a crinkled effect. **.....Each 20c; 3 for 50c**

**BROADELBIN**—Massive close set flower, heads of creamy white with throat marking of Rosalane purple. Several broad heavy ruffled flowers open at once. It will surely please you. **.....Each 50c; 3 for \$1.25**



ALLEN V. BUNCE

**ALLEN V. BUNCE**—Livid orange yellow with clear central lines of deep claret. Large well expanded winged flowers gracefully placed on wiry stalks. This variety was the sensation of the exhibit at the Rochester Exposition in 1922. Destined to become immensely popular as soon as there is stock available.....  
.....Each 75c; 3 for \$2.00

**CHICADEE**—Very dainty and airy. An extra early variety of merit. Eosine pink with light yellow blotches on lower petals. Slightly hooded and winged with side petals reflexed..Each 10c; 3 for 25c

**CHIEFTAIN**—A large flowered, pure Tyrian rose. Rather short growth but makes a fine display.....  
..... Each 30c; 3 for 80c

**CLIO**—An oddity worth while for those wanting something different. A big clown. Very large, wide open, light rose with a funny face..Each 20c; 3 for 65c

**BOUNCING BET**—This is another white which we predict will be popular. It is a glistening white with a trace of cream toward the center and a soft plume of Persian lilac in the throat. Very straight and tall with 18 to 22 buds and usually 6 to 8 perfect flowers open at a time. Petal edges slightly reflexed. Spacing and arrangement perfect for commercial type  
Each \$1.00; 3 for \$2.50

**CANANDAIGUA RED**—Winner of 1st Prize for the best new seedling at the A. G. S. Show, 1921, at St. Thomas, Ont. A solid self color of red shade slightly lighter than true carmine. Among the thousands exhibited at St. Thomas, Ontario, there were none of this same shade. Strong grower, large massive spikes, wonderful individual flowers. A stunning acquisition to the red class.....Each 75c; 3 for \$2.00





BREAK O' DAY

**BREAK O'DAY**—The above cut will give some idea of the size and beauty of this variety. It is really one of the very finest Glads we have ever seen. Massive spikes with several flowers opening at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals with delicate central lines of Brazil red. The most striking extra early variety ever produced ..... Each 50c; 3 for \$1.25



### CAMEO

**CAMEO**—One of the finest *Primulinus* hybrids yet produced. The soft dainty shades seen in an expensive Cameo. Upper petals LaFrance pink over cream ground with deeper shade on back of petals. The lower petals are Martius yellow shaded off to cream white at tips with a delicate but distinct feather of spinel red. Very tall, straight, early, hooded and winged and slightly ruffled .....Each 10c; 3 for 25c

**CAPTAIN JINKS**—Geranium pink with pinard yellow throat blotches and line of spectrum red on lower petals. Extra strong grower and early bloomer .....Each 15c; 3 for 40c

**COPPERHEAD**—Tall, straight, slender stalks of medium size flowers, hooded, winged and frilled. Distinct copper tint, being an entirely new shade. The general color is coral red shaded to Antimony yellow in the throat with heavy feather of brownish red....Each 10c; 3 for 25c

**EARLY LASSIE**—Ivory white with a faint flush of lilac on upper petals. Lower petals primrose yellow, much smaller and reflexed with central lines. Strong grower and often branched. Very early .....Each 20c; 3 for 50c

**CREATORE**—The world famous musician and band leader, Guiseppe Creatore, chose this one as his ideal among Glads. With his permission we have named it CREATORE. With ordinary field cultivation the first flowers frequently measure 7 inches across. Robust, imposing and wonderfully thick substantial petals make it an extraordinary acquisition. Produces tall strong spikes with 16 to 18 buds about mid-season. It is a clear self color, Rose doree with a throat line of carmine red. One of the sensations at the A. G. S. Trial Grounds. Stock is very limited...Each \$5.00; 3 for \$12.50

**CROWN OF GOLD**—Pure straw yellow, tall, large flowers placed in a single row. Frequently 10 to 12 flowers open at once. One spike on exhibition at the A. G. S. Show in Rochester, 1925, made a hit with those who know Glads. Only flowering bulbs, 1 inch and up, for sale this season Each \$2.00; 3 for \$5.00

**FLEETWOOD**—A soft melting light Geranium pink with 5 to 8 flowers open at once. Almost pure self color, on nice straight spike. Arrangement and size ideal for commercial use. Exera good keeper after cutting. You want it..... Each \$2.00; 3 for \$5.00



**DARDANELLA**—This is entirely different from anything else in our list. Flowers are Congo pink flaked deep hellebore red at the tips. Strong feather of jasper red on straw yellow throat. Tall and straight with 8 to 10 open flowers in double row. Best of the ashen varieties  
.....Each 50c; 3 for \$1.25

**EARLY LADDIE**—One of the early ones. Soft geranium pink shaded to barium yellow in the throat. Central lines of carmine on the lower petals. Good size, wide open and Extra Early.....  
.....Each 20c; 3 for 50c

**ECHO**—A new large flowered variety belonging to the lavender class with throat markings. It is Phlox pink, shaded deeper at the petal tips. Barium yellow zone in the center with plume of Phlox purple. Glistening surface .....  
.....Each 30c; 3 for 80c

**EVANGELINE**—Large, well expanded flowers of spinel pink with distinct carmine feather on straw yellow throat. A combination of new shades.....  
.....Each 35c; 3 for 90c

**FASTIDIOUS**—Very large open flowers of delicate shell pink, shaded to ivory white at the throat. Very airy and graceful. One of the finest new glads. Attracted much attention at the A. G. S. Exhibits in Rochester and New York city. A rather late bloomer.....  
.....Each 30c; 3 for 80c

**FLORAL TRIBUTE**—One of the varieties which won the Harry L. Davis Cup at Rochester in 1923. A large cream yellow Primulinus. Very strong grower with tall straight spikes. Most attractive in large fancy baskets.....  
.....Each 15c; 3 for 40c

**FLORENTINA**—Tall and strong with many extra large flowers open at once. Soft pink with maroon silver throat. Extra fine!.....Each 20c; 3 for 50c

**FLORESENCE**—This is one of the varieties we have been developing especially for large landscape plantings. It is always erect, medium height, producing many flowers. Nearly all flower spikes have 2 or 3 lateral branches and each bulb sends 2 or 3 shoots. Blooming period is from 6 to 8 weeks long. General color is cream lightly flushed with rose pink on petal tips. Throat is shaded to Barium yellow....Each 10c; 3 for 25c

**HALCYON**—A very strong grower, always straight and throwing flower spikes with 18 to 24 buds. Unusual in the length of the flower head and it opens 6 to 8 large flowers at a time. Regular arrangement of flowers on the stem, spacing perfect. A beautiful soft rose pink, shading deeper toward the petal tips. Ideal exhibition and florist type.....  
.....Each 50c; 3 for \$1.25



**CHAMELEON**

**CHAMELEON**—The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower. An unusual exhibition variety

..... Each 25c; 3 for 60c

**GOLDEN MAID**—Beautiful ruffled large Marguerite yellow shaded to primrose yellow in the throat. Usually 4 or 5 wide open flowers with distinct central line of Amaranth on lower petals. Extremely vigorous grower, broad foliage and strong flower spikes .... Each 75c; 3 for \$2.00

**GOLDINA**—Grows very tall and straight. Early ruffled naphthalene yellow with striking blotch of amaranth purple. Strong grower and usually produces lateral branches....Each 15c; 3 for 40c



### DEBUTANTE

**DEBUTANTE**—Extra large geranium pink, pure self color, with light throat feather of Tyrian rose. Flowers well placed in double rows, with 6 to 8 open at once. Excellent keeper.....

.....Each 50c; 3 for \$1.25

**GREGOR MENDEL**—A new shade in Gladiolus. Almost a pure self color of Rhodamine purple lightly flaked Aster purple. A distinct style is given by the petals being nearly always arranged in reverse form instead of the standard arrangement.....

.....Each 15c; 3 for 40c

**GYPSY BUTTERFLY**—Vivid deep spectrum red with large throat blotch and feather. The blotch resembles a beautiful large butterfly in the center of each flower. Well opened flowers, long spikes, slight frill and strong grower.....

.....Each 25c; 3 for 65c

**HILDA**—A big husky Geranium pink with light throat.....

.....Each 25c; 3 for 65c

**FORT SUMTER**—Another red of exceptional merit. A pure self scarlet red. Very large wide open massive flowers with petals nearly equal in size. Spikes often have 6 to 8 of these huge blooms open at once. Extra fine and stock limited.....

.....Each \$5.00; 3 for \$12.50

**HARVEST MOON**—Marguerite yellow shaded deeper at the center, which carries a faint line of Chinese violet. Strong vigorous growth with 16 or more buds. Flowers placed in a double row, facing properly and of good size. Excellent substance, good keeper, opening 8 or more flowers at once.....

.....Each 50c; 3 for \$1.25

**HUMDINGER**—Exera large heavy massive blooms of begonia rose flaked with scarlet. Beautiful throat markings of scarlet red. Flowers well expanded and 5 to 7 inches across. Heavy petals of great substance.....

.....Each 30c; 3 for 80c





FLORETTA

**FLORETTA**—Tall straight spikes of ivory yellow with wax yellow throat. Fine for cut flowers. Extra good keeper.....

.....Each 40c; 3 for \$1.00

**HOPEWELL WHITE**—Another pure white, with vigorous, strong growth, well formed spike, good large flowers. We believe this will prove an excellent forcing white as it never shows any flaking of color. Gersdorff has rated it at 90.6 as a commercial white, putting it in the class of Super Glads.....

Each 75c; 3 for \$1.25

**LA ROSE**—A pure self color of deep Tyrian Rose with extremely velvety surface. Heavy petals, good foliage, excellent form, wide open flowers. A new variety that is sure to please the most exacting fancier. Gersdorff puts this in the Super Glad Class, rating it 90 for exhibition and 88.9 as a commercial variety. An unusually good keeper when cut.....Each \$1.00; 3 for \$2.50

**JASPER**—A sturdy, strong grower with large well placed flowers of Jasper red with waved petals. Very heavy distinct feather of velvety Amaranth purple spread over beautiful light zones of clear yellow. Early, prolific.....

Each 15c; 3 for 40c

**KING MIDAS**—Not exactly the color of the gold hoarded by King Midas, but a pure picric yellow with a very faint line of Garnet brown in the center. The largest we have ever seen of the primulinus form. Not a commercial variety, but an odd and attractive novelty for the fans.....

Each 50c; 3 for \$1.25

**MATADOR**—A tall strong husky grower that appealed strongly to our visitors the past summer. A deep Harmosa pink with rosy flush and distinct feather. Unopened buds have a soft flush of strawberry pink. Rather late bloomer. Petals waved and stem usually gracefully curved....  
.....Each 40c; 3 for \$1.00



### DU GANNE DELIGHT

**DU GANNE DELIGHT**—Extra large ruffled variety. Cream flushed cameo pink shading to rose pink at edges of the petals. Strong central lines of Amaranth purple. Sturdy strong plants with long flower heads and several massive blooms open at a time. Thick petals and fine keeper.....Each 30c; 3 for 80c

**LITTLE BILL**—"Little, but Oh, My! Just the daintiest little Prim you ever saw. Perfect open type, slender stem with soft creamy florets. Wonderful for use in a rose bud vase.....Each 10c; 3 for 25c

**MANDALAY**—An Oriental combination of colors. Rose doree flaked with Indian lake at the tips. Extremely vigorous tall spikes with 6 or more large flowers open at once ..... Each 25c; 3 for 65c

**MARCELLA**—Soft rose with creamy throat and maroon penciling. Large flowers well placed and several open. Received favorable comment at the Boston Show, 1924.....Each 20c; 3 for 50c

**MAUD MULLER**—An orange and yellow Prim that everyone stopped to admire in our fields. Medium height and even growth ..... Each 20c; 3 for 50c

**MILADY**—(Ruffled). Extra tall, strong ruffled variety of creamy white. Naples yellow throat with heavy Amaranth purple feather. Very strong, prolific grower and usually branched. Rated 98 per cent as a commercial variety by Gersdorff.....Each 15c; 3 for 40c

**NACOOMEE**—The name given this variety is an Indian name meaning "Handful of Flowers." One spike is surely a handful or even a whole bouquet. The general tone is lavender with various shades and tints ..... Each 25c; 3 for 65c

**NIGHT BIRD**—Winner of 1st prize A. G. S. Show in 1925 for best maroon variety. Extra large, very dark, with soft velvet surface. Heavy petals and a good keeper ..... Each 50c; 3 for \$1.25

**1925 ROSE**—Rose red flaking over deep rose pink. Attractive creamy white dash on lower petals. A deeper shade and more attractive than 1910 Rose. Massive flower heads with 4 to 5 large round blooms open at once ..... Each 25c; 3 for 65c

**NOKOMIS**—Colors are suggestive of the American Indian race. Hence the name Nokomis. Flame scarlet flaked mahogany at tips. Lemon yellow medial lines. Strong, large ruffled flowers and an entirely new combination. Prize winner for best orange at A. G. S. Show 1925 ..... Each 20c; 3 for 50c

**NORWALK**—Named after the charming little City of Norwalk, Ohio, where it first came into bloom. Large open flowers well placed on a strong straight stem. Deep scarlet with large yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders. Extremely vigorous with many large flowers open at a time. Each 25c; 3 for 65c

**OBERLIN**—Very large Geranium pink with throat stippled Pomegranate purple. Large cream zone. Petals extra heavy and substantial. ..Each 20c; 3 for 50c

**OH BOY!**—When you see this variety you will fully realize the significance of the name. Your exclamation of delight will prolong the "Oh!" and follow with a sharp explosive "Boy!" A brilliant red, self color without markings. Flowers 7" or more across and petals extremely thick. Sometimes with 4 or 5 of these mammoth flowers at a time it gives the impression that the limit has been reached. Even with this mass of flowers the stalk is strong enough to hold it erect. Flowers are wide open and the petals are broad rather than narrow and pointed. .... Each \$5.00; 3 for \$12.50



BETTY JOY

**BETTY JOY**—Named for the flower of our household, now five years old. Won honorable mention at Rochester A. G. S. Show as a commercial cut flower variety. Soft creamy white flushed LaFrance pink. Strong grower, long flower spikes with 6 to 10 perfect flowers opening at a time. Rated 97% as a commercial flower by Gersdorff .....Each 75c; 3 for \$2.00

### Tulips and Narcissus.

We import the finest stock and will issue a price list in June. If you want one please ask for it.



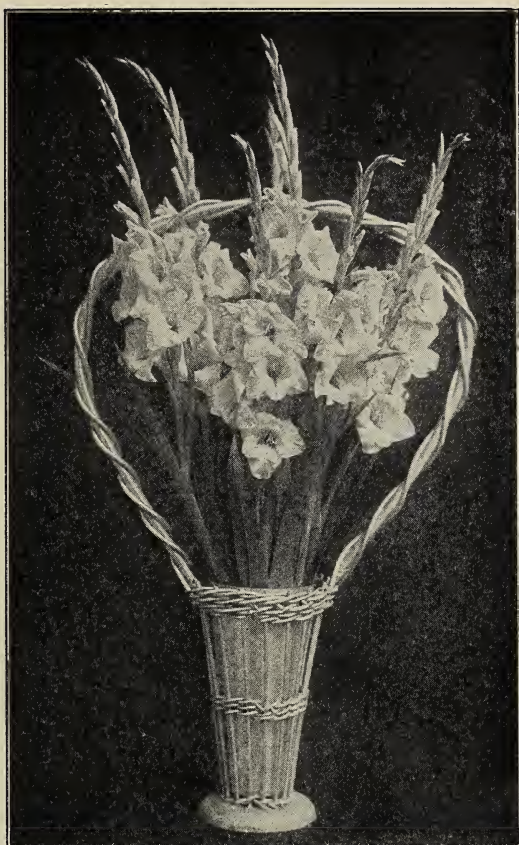


CLEOPATRA

**CLEOPATRA**—(Ruffled). Very deep yellow. Large massive spikes. Heavy substance. Created a sensation at the Rochester Exposition. Rated 98% as an exhibition variety by Gersdorff. Late flowering ..... Each \$1.00; 3 for \$2.50

"Must tell you about Allen V. Bunce. The first blossoms are five inches across, and the orange is flushed with a pink that gives it the color of a beautiful peach. I took it to Vancouver and Portland Glad Shows and won prizes in both shows with it."—Mrs. Miller, Washington.





PATRICIA

**PATRICIA**—LaFrance pink shaded to herbosa pink at tips. Strong Tyrian rose feather on creamy throat. Tall with 18 buds and 6 open at once. Fine for florist.

Each 30c; 3 for 80c

**OLYMPIAD**—The most vivid orange scarlet yet produced. The flowers appear to be literally on fire. Very large blooms sometimes measuring 5" across. Irregular arrangement of petals give it a distinctiveness all its own .....

Each 30c; 3 for 80c

**ORIFLAME**—Large brilliant Orange pink. One of the flame varieties. Large flowers and several open at a time .....

Each 15c; 3 for 40c

**PARADER**—Very soft Begonia rose flaked scarlet red. Heavy scarlet throat blotch bordered with zone of Pinard yellow. Strong straight spikes with several flowers open at a time. We have excellent reports from those who purchased it last season ..... Each 15c; 3 for 40c

**PELICAN**—No one can appreciate the peculiarly attractive style of the Pelican, without having seen it. The upper petal resembles a pelican's pouch inverted. The other two upper petals stand well apart while the three lower petals are small. The type is entirely new and extremely pleasing. Color is Jasper pink spread over a background of Chatenay pink. Two lower petals are Naples yellow .....

Each 15c; 3 for 40c

**PINEHURST**—Sulphur yellow with pale greenish yellow throat. Very tall, strong grower with 18 or 20 buds on a stalk. Usually opens 6 to 8 flowers at a time. Good size blooms well placed facing regularly ..... Each 20c; 3 for 50c

**PINK PRIDE**—This produces a very large loose flower head with 6 to 8 massive flowers open at once. Good vigorous grower. Rosolane pink, flushed and flaked with Tyrian pink. An Extra Fine New Glad ..... Each 50c; 3 for \$1.25



### ELAINE

**LANCELOT AND ELAINE**—In Tennyson's "Idylls of the King" two characters are portrayed. **LANCELOT**, the lordly knight, and **ELAINE**, the lily maid of Astolat. **LANCELOT**, a tall robust livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful. **ELAINE**, the Fair and Lovable, a beautiful lily white with faint lilac at the throat. Both produce wonderfully full spikes of blooms and make a superb combination. **ELAINE** was awarded First Class Certificate by the American Gladiolus Society. **LANCELOT**, Each 50c; 3 for \$1.25. **ELAINE**, Each 30c; 3 for 80c.

**PIPPIN**—Soft plush Eosine pink flowers of large size on tall straight stems. Neat feather and stippling of Eugenia Red on cream throat. Strong grower and a wonderful flower. One of the best and most prolific. Excellent for market cut flowers ..... Each 20c; 3 for 50c

**PIRATE GOLD**—A yellow semi-primulinus very strongly ruffled. Good large flowers, quite close together and 5 opening at once ..... Each 25c; 3 for 65c

**POO BAH**—When naming this I had in mind that character in the Mikado. Sort of a clown in some ways but really a very beautiful flower. Vivid Orange red with flecks on the petals. Opens 6 nice blooms at a time .. Each 15c; 3 for 40c

**PROMETHEUS**—As Prometheus brought fire for the Greeks, so this new Glad brings fire to your garden. Most brilliant scarlet laid over peach red. Heavy feather of carmine in bold relief against a white zone. Very strong growth with 20 or more buds and 6 to 8 large flowers open at once..Each 25c; 3 for 65c

**PROPHET**—Large graceful open blooms of pure Geranium pink with feather and strong lines of Nopal red in throat. Vigorous grower .... Each 15c; 3 for 40c



GLADDIE BOY

**GLADDIE BOY**—This variety was one of the outstanding new productions at the New England Gladiolus Society Exhibition at Boston in 1924. The Massachusetts Horticultural Society voted a Special Award of Merit. At the American Gladiolus Exhibit in New York city, **GLADDIE BOY** was again in evidence, winning the class of the "Most Beautiful Basket of Glads," as well as the class for the "Most Artistic Table Decoration." It is the *Primulinus Grandiflorus* type, retaining the delicate characteristic coloring. Flowers are well expanded with only a slight hooded effect. Mature bulbs throw spikes with 18 to 20 buds, and opening 6 to 8 perfect flowers at a time. The color is very distinctive, the general effect being a Grenadine pink gradually blending with straw yellow deep in the center. The petals are most gracefully frilled ..... Each \$1.00; 3 for \$2.50





### OPALESCENT

**OPALESCENT**—Wonderful spikes of very large pale rose lavender. A pure self color with soft lilac throat lines. A vigorous grower with excellent foliage and strong straight bloom stalks. Flowers well placed with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named. One of the best in our list for cutting and shipping. Gives excellent results as a variety for greenhouse forcing. Rated 97% as a commercial flower by Gersdorff. **OPALESCENT** received Special Award of Merit by the American Gladiolus Society in 1924 ..... Each 20c; 3 for 50c

**RICHMOND**—Large flowers of Spectrum red with cream zone and feather of blackish red. Very striking ..... Each 15c; 3 for 40c

**PRIORITY**—Tall, straight and strong. Large open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy delicate variety of almost self color. Rated 98% by Gersdorff, both as an exhibition and a commercial flower. A sure winner. Has given excellent results for greenhouse forcing .. Each 20c; 3 for 50c

**QUAKER MAID**—Soft lavender pink with delicate feathery throat markings. Tall and strong with many flowers open at a time. Fine for florist cut-flower trade. Late flowering ... Each 30c; 3 for 80c

**RED JACKET**—Large flaming scarlet flowers, borne on tall straight stalks. An excellent keeper with slightly ruffled petals. Named for the celebrated Chief of the Seneca Indians who founded the village of Canandaigua where this warrior flower was produced Each 25c; 3 for 65c

**REVUE**—Awarded First Prize by the Canadian Gladiolus Society at the annual exhibition 1924, for the best individual spike of *Primulinus* hybrid. Almost too large to be classed generally with *Primulinus* hybrids, well expanded blooms with only slight hood but retaining all the airy gracefulness of the type. Very tall and straight with petals reflexed and slightly frilled. Added to this beauty in form the delicate coloring makes it a most desirable acquisition. The center of the flower is pure Martius yellow, daintily flushed with Eosine pink on the tips of the petals. Quite early. Medium size bulbs recommended for large landscape plantings .. Each 20c; 3 for 50c

**ROBINHOOD**—Immense massive blooms of LaFrance pink tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower. Slightly frilled petals. Early bloomer ... Each 25c; 3 for 65c

**ROBUSTO**—Soft peach red flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from first flower to tip of buds with 24 buds on the main stalk and others on the side branches ... Each 25c; 3 for 65c

**ROMANTIC**—One of the extra good smoky ones. Strong grower, 16 to 18 buds, and 6 flowers open at once. Center is Coral pink, shading outward through old rose to Daphne red at the tips. Light yellow medial lines and feather of Acajou red on lower petals .. Each 15c; 3 for 40c

**"ROTARY" PINK**—Bright cosine pink, throat fathered rose doree, with dainty white medial dash. Opens 4 to 6 large well expanded blooms at a time. One of the very best for cutting. Will keep a long time ..... Each 75c; 3 for \$2.00





LUCETTE

**LUCETTE**—(Bill's Origination). As seen growing in the fields it appears to be absolutely pure white but backs of petals carry a trace of Phlox pink which imparts an alluring orchid sheen to the flowers. Lower petals have a dainty subdued feather of wonderfully soft Phlox pink. As a commercial white, it is ideal in color and form. Also well adapted for mass planting in landscape work. Extra good as a forcing white ..... Each 10c; 3 for 25c

**"ROTARY" WHITE**—Pure white, tall, strong grower. Several open at once, slightly frilled. Buds pale greenish tint. Good substance and usually branched...  
Each 30c; 3 for 80c

**RUBELLA**—A deep velvet Amaranth purple. Wonderful rich shade. Nice, straight spikes with well placed florets. Petals are reflexed giving added beauty to the flower ..... Each 15c; 3 for 40c

**SERRATA**—This is entirely new type with the petals serrated or lacinated on the edges. This type first appeared among my seedlings in 1919. The flowers are of good size and a clear cream color. Besides its unique beauty it is valuable to the breeder for producing others of this type. Strong healthy grower, good seed producer and multiplies well .....  
Each \$1.00; 3 for \$2.50



### POPULARITY

**POPULARITY**—Very strong, vigorous grower of flame pink heavily flaked and stippled bright red. The two inferior petals rich velvet red with light central dashes. Large size, several open at once and popular with our visitors .....  
Each 25c; 3 for 65c

**SALOME**—Orange buff with Buff yellow throat. The color is so entrancing that it is simply irresistible. A Primulinus with a very wide hood.....  
Each 15c; 3 for 40c

**SILVERTONE**—Yes, it has very much of a silver tone. Neat velvet carmine feather on a yellow zone in the center. The balance of the flower is creamy white. Fine straight, tall spikes, long head and several open at once. Petals slightly frilled. A good one..Each 20c; 3 for 50c

**SNOW BLOSSOM**—Pure white, good strong grower that will become a standard commercial white.....  
Each 25c; 3 for 65c

**SYLVAN QUEEN**—An early strong growing soft Begonia rose with carmine lines on lower petals. Neat form, good size and excellent substance.....  
Each 25c; 3 for 65c

**TAJ MAHAL**—One of the most beautiful buildings in India was erected as a memorial to the Princess Taj Mahal. The style of its architecture is unique and it is constructed entirely of white marble inlaid with mother-of-pearl. A missionary returned from India suggested that we name this new production TAJ MAHAL (Pearl of the World), as its white with the flush of mother-of-pearl was suggestive of the memorial to the Princess. Round blossoms, well opened and early  
Each 40c; 3 for \$1.00

**THEDA—EARLIER THAN HALLEY.**  
**GREAT FOR FORCING!** Large open flowers, well placed on tall stems. Most delicate Shrimp pink gradually blending to soft Pinard yellow in the throat with Pansy violet lines on the lower petals. Retail florists use it for fancy trade. Garden enthusiasts rave over it. Rated 95% as a commercial flower by Gersdorff ....  
Each 15c; 3 for 40c

**TRIUMPHO**—Light Marguerite yellow shaded to primrose yellow in the center. Hooded and winged, neat ruffle, 8 flowers opening at once. Strong straight spikes  
Each 50c; 3 for \$1.25

**TROJANA**—Large open flowers of soft Geranium pink daintily flaked with Begonia rose. Bright scarlet line on pale yellow throat. Strong, vigorous grower and excellent cut flower variety .....  
Each 15c; 3 for 40c

**TROOPER**—Very large Geranium pink Primulinus Grandiflorus with faint Ivory yellow throat. Extra strong, slender stem, very graceful. Each 20c; 3 for 50c

**VON SION**—A pure deep yellow with bronze throat lines. Color similar to Von Sion Narcissus. Slight frill on petals. Short growth and medium size flowers make it useful for landscape work ....  
Each 10c; 3 for 25c

**WARRIOR**—Deep velvet maroon with yellow medial dashes. Robust and strong with large well expanded blooms. Planted in May, it does not bloom until late September. Unequalled for an extra late dark red. Should be planted very early  
Each 40c; 3 for \$1.00



PICCADILLY

**PICCADILLY**—Pure creamy yellow, with amber throat. Wonderful strong spikes with many large flowers open at a time. This is one of the finest we have to offer. Rated 98% as a commercial variety by Gersdorff ..... Each 30c; 3 for 80c

"Last summer I bought a few gladiolus bulbs from you and I want to tell you that I was delighted with them. Every bulb bloomed, some two spikes of flowers, and when I took them up this fall were in fine condition. A neighbor saw them in bloom and admired them very much, said she would like some, so I am ordering some for her Christmas gift."—Miss Mary B. Rutherford, Pa.





SWISS MAIDEN

**SWISS MAIDEN**—Picture the Swiss Maiden with brilliant scarlet dress and apron of Sea Foam yellow. Then picture 6 to 8 of these maidens standing side by side and you have the idea.....

Each 15c; 3 for 40c

**WHITE PREMIER**—The finest of the new white varieties we are offering. Pure white without markings or flakings. Strong constitution, massive heavy flower heads. We have not seen a pure white to equal this one. Gersdorff rates it 91.3 commercial value.. Each \$2.00; 3 for \$5.00

**WHITE ORCHID**—It will be difficult for us to convey to you the extreme grace, beauty and style of this variety without an illustration. The color is a pure cream white. The wing petals stand well open, measuring 4 to 5 inches across. The upper central petal gracefully curved forward. The three lower petals are somewhat smaller. All petals most beautifully frilled and of heavy substance which hold up well under adverse conditions. The type of the flower immediately gives the impression of an orchid by its extreme grace and poise. It is a strong grower and blooms rather early. Ours were nearly all gone before the show in August ..... Each \$5.00; 3 for \$12.50

"I have bought Glads from many states and from several growers in one section, where they claim to grow the best stock. However, I want to say your bulbs are the cleanest and best looking stock I ever received from any grower."—Jas Coates.



**STARLIGHT**

**STARLIGHT**—Early, extra strong Primulinus hybrid. Wonderful strong spikes of ruffled cream flowers with radiant lines of pomegranate on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb. **STARLIGHT** received a Special Award of Merit by the A. G. S. in 1924 .....

Each 25c; 3 for 65c



**VICTOR**

**VICTOR**—One of the largest ruffled varieties. A beautiful cream yellow with heavy ruby central lines. Tall, vigorous and extra fine. Exhibition variety.....

Each 75c; 3 for \$2.00

"I had great success with the Glads I received from you last spring and you may expect another order in the spring of 1927. So mail me a copy of your 1927 catalog."—L. L. Arnold, Ohio.

"Lucette bloomed for all she was worth. She sure cuts loose when she starts. Sold most all spikes at wholesale at a time when the ash barrel was getting a big per cent of the cut. I think every one of those Lucette bulblets made about two bulbs. Friend wife favors Opalescent and I Theda because she is so early and Lucette because she blooms so strong and is so prolific."—Clifford L. Jssup, Indiana.



### SUMMER DREAM

**SUMMER DREAM**—Our records of the exact color have been mislaid, but it is one of those soft glistening pink varieties which everyone admires. The illustration shows the form of the florets and the arrangement on the stem. . . . Each \$1.00; 3 for \$2.50

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"Had some wonderful spikes of JASPER but the finest thing of all was FASTIDIOUS."—Dr. F. E. Bennett, St. Thomas, Ont., Canada.

"Debutante is a wonder both for size and color. I have never seen a gladiolus that I thought so much of as this one."—C. E. Brady.

"I have no favorite which I regard more highly than Break O'Day and I want as many as my moderate space will permit."—Frank I. Jones, Oregon.

"All of your originations including Break O'Day that we bought last Spring did fine. Lucette was splendid. Milady deserves more attention or rather publicity than she is getting. She took well in all our exhibits and in our show garden."—K. R. Clendening, Iowa.

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### HOW TO PRONOUNCE GLADIOLUS.

At the annual convention of the American Gladiolus Society in 1925 a resolution was adopted putting the society on record as approving the pronunciation Gla-di-o-lus. The accent on the third syllable with o as in note. The resolution also provided for the adoption of Gladiolus for both the plural and singular forms. The action taken has received the approval of nearly all fans and growers except the few who do not know the "war is over."





In the Garden Six Feet Tall



After Cutting Four to Five Feet

**VANITY**  
(Bill's Origination)

Delicate LaFrance Pink flushed over cream ground. Very large flowers of airy graceful type with slightly reflexed petals.  
Unsurpassed for large baskets.

**PRIZE WINNER**

Won first prize at A. G. S. Show in N. Y. City for handsomest floor basket.

**MONEY MAKER**

The sensation of the New York Wholesale cut flower market.

Awarded First Class Certificate by the American Gladiolus Society in 1924. Strong vigorous grower ..... Each 15c; 3 for 40c

"Theda is surely an early bloomer. I planted Theda and Elizabeth Tabor same date. Selling blooms now from Theda but Tabor is only budding."—L. S. Starrett.

"Break O'Day, Chameleon, Olympial and Cleopatra are all in the Aristocrat class."—W. G. Garrett.

# Fifteen New Varieties for 1928

The list below has been selected from several thousand new ones as being new, better and different from any in our general list.

**ALOQUIN**—Creamy white with delicate flush of pale pink at petal tips. Throat of Napthalene yellow. Petals slightly reflexed and frilled. Well adapted for cut flower shipments. Each 25c; 3 for 65c

**DAISY DUTTON**—Same style as Alice Tiplady, but stronger growth, ruffled and a deeper burnt orange shade .....  
Each 75c; 3 for \$2.00

**EASTER LILY**—Large lily type flowers, pure white with faint flush of phlox pink. Good spacing and facing of flowers, 16 to 20 buds, 6 or more open. A new white one we are proud to offer .....  
Each \$3.00; 3 for \$7.50

**GENEVA GEM**—Very large heavy flowers, scarlet red, veined cream. Greatly admired when exhibited at N. Y. State Fair 1927. Strong grower, stands up well, several open and well placed ....  
Each 50c; 3 for \$1.25

**IDYLL**—Very large round flowers of brilliant geranium pink. Picric yellow throat with feather of aster purple. Flowers open wide, well placed, heavy substance, slightly frilled .....  
Each \$1.00; 3 for \$2.50

**LEGION GOLD**—The deepest yellow we have. Very tall, straight, several flowers open, pure empire yellow. A hooded Primulinus Hybrid .....  
Each \$1.00; 3 for \$2.50

**LUCIFER**—Peach red with large throat blotch of sulphur yellow. Flowers 5 inches across, 5 to 7 open, makes a wonderful landscape variety as it never falls over. Blooms very early .....  
Each 50c; 3 for \$1.25

**MAUVE BELLE**—Very large flowers of spinel pink with center of Tyrian rose bordered yellow. Long flower heads, 5 or more open, vigorous grower. It belongs with the lavender section .....  
Each 50c; 3 for \$1.25

**MT. MARCY**—For growth, one of the high ones. Very large flowers of scarlet shaded deeper at edges. Stems carry 20 buds with 6 or more open, heavy petals, making a long stem, massive spike. .... Each 40c; 3 for \$1.00

**NOMAD**—This belongs in the smoky blue class. Immense flowers of Persian lilac shaded to Bishop's violet at the tips. Heavy cream zone across the lower petals. Nomad made a hit with our visitors this season. Vigorous grower with 6 flowers open at once on strong stems  
Each \$1.00; 3 for \$2.50

**ROSE OF SHARON**—Pure rose color with large white center blotch. Resembles an Althea flower in form and color. Nothing else in our list similar to it .....  
Each 50c; 3 for \$1.25

**RUSTLER**—Very large, salmon pink, with a butterfly throat. Strong zones of yellow across the lower petals and a carmine feather. Vigorous growth, several large wide open flowers at a time. A particularly stylish form of flower ....  
Each 75c; 3 for \$2.00

**SPECTRUM**—Too many colors to describe so we just call it Spectrum. A yellow brown and pink combination, early, ruffled, hooded and winged. Try it for variety ..... Each 50c; 3 for \$1.25

**SPIDER**—New form and style. Long narrow petals, which are a distinct novelty in form. Flowers spaced regular on tall strong stem, with 6 or more open. Good size flowers that give an impression of massiveness in spite of extremely narrow petals. Color is cream .....  
Each \$10.00; 3 for \$25

**TOMMY ATKINS**—For the past three years we have been trying to get this into our catalog, but every summer our visitors ordered all the surplus bulbs. The cut flowers also go the quickest of any red we have. It is bright scarlet, with deep carmine throat lines. Tall stems, 14 to 20 buds, several large flowers open at once, it is a winner. Extra fine ..... Each 50c; 3 for \$1.25

## SPECIAL OFFER No. 1

One each of the 15 varieties above postpaid for \$18.00.

## SPECIAL OFFER NO. 2

Fourteen above omitting Spider for \$9.00.





BASKET OF CAMEO

## The Best from Other Originators' Lists

**ANNA EBERIUS**—(Diener). Deep Rhodamine purple, shading to bordeaux in center. In demand for every garden....

.....Each 10c; 3 for 25c

**CRINKLES**—(Kunderd). A very deep peach blossom pink. The most intensely ruffled variety.....

.....Each 35c; 3 for 90c

**LOS ANGELES**—(Houdyshell). A new La France pink produced on the Pacific coast. It is of the *Primulinus Grandiflorus* type, strong growth and rated 93 to 96. Excellent for cut flowers and extra fine for landscape decoration. Lateral branches are produced so freely that several cuttings may be made from one spike. Known as the "Cut and come again" Glad

Each 25c; 3 for 65c.

**MARY PICKFORD**—(Kunderd). Wonderful creamy white with handsome heavy spikes showing many flowers open at once. Admired by everyone and received special award of merit.....

.....Each 10c; 3 for 25c

**MURIEL**—(Pfitzer). Pure deep lilac with petunia violet blotch on lower petals. Good size flowers and straight stems....

.....Each 15c; 3 for 40c

**1910 ROSE**—(Kunderd). Pure rose shade with white central lines on lower petals. An extra fine variety for florists. Very popular in Chicago and other Western markets. Medium size bulbs for landscape plantings. Each 10c; 3 for 25c

**PRIMULINUS SPECIE**—(Prim). Native of South Africa. Small flowers of rich deep pure yellow. Very useful in landscape plantings. Each 10c; 3 for 25c

**ROMANCE**—(Kunderd). Hard to describe. Large Orange Salmon rose, red and yellow throat. Wine blue bordered petals.....

.....Each 15c; 3 for 40c

**ROSALIA**—(Kunderd). (Prim.). Magnificent yellow blushed orange. Lower petals golden yellow. Another of the good ones.....

.....Each 10c; 3 for 25c

**ROSALIND**—(Kunderd). (Ruffled). A massive ruffled variety of rich Analine red with deeper throat. One of the best ruffled ones.....

.....Each 30c; 3 for 80c

**ROSEMARY**—(Bales). We are using Doc Bales's own description and he knows. "White marked with fine hair lines and stippings of Lavender rose, which becomes pure rose under artificial light. The markings are carried through the petals so that the back of the blossom looks the same as the front. Good sized blossoms carried on tall, straight, gracefully erect stems. Several open at one time." Introduced by Ole Doc Balse of the Triangle Farms, Circleville, Ohio....

.....Each 50c; 3 for \$1.25

**SPLENDORRA**—(Kunderd). Very dark variety, almost wine black. Unusual and very attractive.....

.....Each 20c; 3 for 50c



# Cultural Directions

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Unpack the bulbs as soon as received and keep in a cool dry cellar until ready to plant.

Any good garden soil will answer but do not use any fresh manure in the spring. If fertilizer is required apply barnyard manure the previous fall or use bone meal in the spring.

**WHEN TO PLANT:** In Central New York the best time to plant is from May 1st to 15th, when the weather has become settled. If you are farther south, plant earlier. A good plan is to plant when maple trees begin to open their leaves. For later flowers you may plant at various periods up to the 4th of July.

**HOW TO PLANT:** The general method is to plant in rows anywhere from 1½ feet to 4 feet apart, depending on the method of cultivation to be employed. Dig a trench 5 inches deep and 2 inches wide at the bottom. Place the bulbs on the bottom of the trench, 3 inches to 5 inches apart, and then fill the trench level full with soil. Deep planting and close planting both help the plants to stand erect at blooming time. We never have to tie them to stakes in our fields.

**WHERE TO PLANT:** They will bloom if planted most anywhere. They will not be at their best if roots from large trees penetrate the ground where they are located. Remember that the roots of trees reach out further than the branches. Neither will they be very happy planted against the house or porch. Out in the garden or in special beds is the place where they will flaunt their beauty to perfection. Plenty of air and sunshine makes them strong and sturdy.

**WATER:** If you wish you may water them in dry seasons but water thoroughly.

Dig into the soil after you think they are soaked and if the soil is not wet 5 inches give them still more water. Don't sprinkle a little every evening but give them a thorough soaking and then let them alone for a week.

**CULTIVATION:** Do it after every rain or watering. Keep the surface loose and don't let the weeds live on the moisture which belongs to the Glads.

**DIGGING AND STORING:** As the maples begin to lose their leaves, lift the bulbs, cut the top off close to the bulb and expose to sunshine for two or three days. Then store in a cool, dry cellar, 40° is best. In about three weeks you can remove the old bulb and roots with ease. Look your stock over and order more bulbs from "Gladiolus Bill" for next season. Also send him a Christmas bulb order for that friend who admired your flowers.

**BLOOMING TIME:** Go out in the garden early each morning and see the new ones with the dew on them. The fresh flowers always open early in the morning. The buds never open after noon. If you want them for house decoration cut them in the forenoon when two or more flowers have opened. Put in vases or baskets with fresh cool water. Give fresh water every morning, remove wilted flowers and cut about ½ inch off the stem. Given this care, every bud on the stalk will open in the house. They often last a week or more after they are cut. We hope you will mark the names of varieties when you plant them so that you can call them by name when you see them. Give them a personality and you will enjoy them twice as much. Before you forget it, select those you like best and send in a new order at once for more of those varieties.

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# Landscape Glads

Border and Mass Effects



Recommended as Best for Landscape Plantings.

Albion - Salmon pink  
Alice Tiplady - Orange saffron  
Ariel - Cream white  
Carmine Kid - Carmine  
Chicadee - Eosine pink  
Dante - Mallow purple.

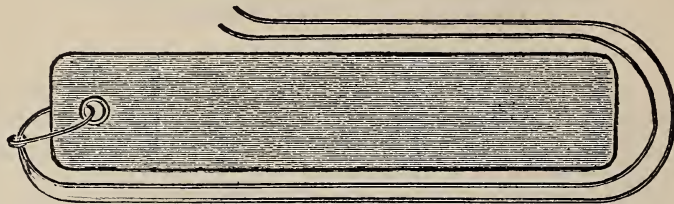
Dewdrop - Light yellow  
Freckles - Orange salmon  
Lucette - White  
1910 Rose - Rose  
Revue - Flushed pink  
Scarlet Princeps - Scarlet

Von Sion - Deep yellow

---

USE THIS FOR YOUR GLADS:

— THE IMPROVED METAL TREE LABEL —



**AN INDESTRUCTIBLE LABEL**, For use on Trees, Bulbs, Shrubs, Vines and Transplants. Made of Copper Alloy or Zinc, impervious to weather conditions, and so constructed that the wire Cannot Cut through the Metal,

— Lay the label on a pad, [folded newspaper] writing with a stylus or hard pencil. Stylus supplied, no charge, with every box of 100 labels.—

**SIMPLE LEGIBLE PERMANENT**

No. 1 Size— $\frac{3}{4}$  x  $3\frac{1}{2}$ ", 25 for 60c; per 100, \$2.00.

Order them packed with your bulbs.

**WOODEN GARDEN LABELS**

Painted  $\frac{3}{4}$  x 8"—1 cent each.

This is the best thing available for a temporary marker. Simply write names on the label with a pencil. Packed with your bulb order.

**Make Your Own Collections Using These Special Discounts**

If your order amounts to \$5.00 or more, you are entitled to the reductions as shown in schedule below. These discounts apply on all orders made up from pages 7 to 29 of the Blue Book. Also rates per dozen of special price list on pages 34 to 36, where the dozen rate is not over \$3.00.

They **DO NOT** apply to any Special Offers as listed on pages 28, 32 and 33.

For \$	5.00	cash you may order \$	5.50	worth of bulbs
"	10.00	"	"	"
"	15.00	"	"	"
"	25.00	"	"	"
"	50.00	"	"	"
"	75.00	"	"	"
"	100.00	"	"	"
			11.00	"
			17.00	"
			29.00	"
			60.00	"
			90.00	"
			125.00	"



**HANDSOME  
GIFT BOXES**

**SPECIAL \$1 OFFER**

**18 WONDERFUL  
GLADIOLUS**

**Not Labeled      Our Selection  
No Two Alike**

**Selected from Bill's Prize Winners---Guaranteed Quality**



**SPECIAL OFFER No. 3**

12 Good Varieties, All Labeled Separately for \$1.00  
Our selection, catalog value \$1.50 or more.

**SPECIAL OFFER No. 4**

24 Good Varieties, All Labeled Separately for \$2.00  
Our selection, catalog value \$3.00 or more.

**SPECIAL OFFER No. 5**
**Bill's Best Bargain**

Twenty Varieties, Listed Below, Correctly Labeled for \$2.00  
Catalog Value, \$3.05.

Ariel	Goldina	Milady	Priority
Cameo	Jasper	Opalescent	Romantic
Chicadee	Lucette	Parader	Salome
Early Lassie	Marcella	Pelican	Theda
Floral Tribute	Mary Pickford	Pippin	Vanity

**SPECIAL OFFER No. 6**

16 Better Ones, All Labeled for \$3.00  
Catalog Value \$4.15.

Aloquin	Hilda	Nacoomie	Richmond
Beatrice	Humdinger	Patricia	Robinhood
Chameleon	Maud Muller	Pinehurst	Starlight
Florentina	Mt. Marcy	Quaker Maid	Taj Mahal

**SPECIAL OFFER No. 7**

High Quality Dozen Listed Below, All Labelled for \$4.00  
Catalog Value \$5.35.

Betty Bunce	Geneva Gem	Lancelot	Piccadilly
Elaine	Harvest Moon	Matador	Rotary Pink
Fastidious	King Midas	Mauve Belle	Warrior

**SPECIAL OFFER No. 8**

Eight Rare Varieties Listed Below, All Labeled for \$5.00  
Catalog Value \$6.50.

Aristocrat	Break O'Day	Cleopatra	Halcyon
Betty Jay	Canandaigua Red	Gladdie Boy	Serrata

**SPECIAL OFFER No. 9**

Six New Super Glads, All Labeled for \$20.00  
Catalog Value \$25.00.

Creator	Fleetwood	Oh! Boy
Easter Lily	Fort Sumter	White Orchid

**SPECIAL OFFER No. 10**
**Unnamed Seedlings.**

I find we have hundreds of unnamed seedling varieties worthy of a place in any high class collection. It is out of the question to name all of them. After destroying all the poor ones, I am going to use the others to make up special offers for those who want some new faces in their gardens. Some of the varieties I include in these collections will be given names and a place in our catalog in a year or so. They will be tagged by number so you can request information later as to whether they have been named. If you are particularly fond of some of them, write us your description of them, giving the good points as well as defects, and let us have your suggestion as to a suitable name. If we accept the name, we will send you 12 bulbs of the variety gratis.

We are going to pack 12 varieties of these unnamed seedlings in a nice box, all labeled by number, and send them to you postpaid

**for \$5.00 a box.**

# INDEX AND PRICE LIST

All bulbs listed below include transportation prepaid.

This forms an index to all varieties listed in the catalog or circular. We have indicated Cir. in the page column where a variety appears in the circular only.

You may order 6 bulbs at half the dozen price if the dozen rate is 50 cents or more.

You may order 25 bulbs at one-fourth the 100 price if the 100 rate is \$1.00 or more.

We do not sell quantities or sizes where prices are left blank.

Special Discounts on page 32 apply to this list on the **each and dozen rate** when such rate is not over \$3.00. **Discounts do not apply on the 100 rate.**

Variety	Page	1¼ to 2 in. Large Size		¾ to 1¼ in. Medium Size			¾ to ¾ in. Small Size			Cormels	
		Doz.	100	Each	Doz.	100	Doz.	100	Doz.	Doz.	100
Albion .....	Cir	\$ .50	\$3.00		\$ .30	\$1.80		\$1.00			\$ .25
Alice Tiplady .....	Cir	1.00	5.00		.60	3.00	.35	2.00			.25
Allen V. Bunce .....	8	7.50		.50	5.00	30.00	3.00	20.00	.75		5.00
Alma Mater .....	7	7.50		.50	5.00	30.00	3.00	20.00	.75		5.00
Aloquin .....	28	2.50	15.00	.15	1.50	9.00	.90	5.00	.15		.75
Altair .....	Cir	1.00	6.00		.60	3.50					.25
America .....	Cir	.50	3.00		.30	1.80		1.00			
Anamosa .....	Cir	1.00	6.00		.60	3.50					.25
Angola .....	Cir	.50	3.00		.30	1.80					.25
Anna Eberlus .....	29	1.00	6.00								
Araby .....	7	7.50		.50	5.00	30.00	3.00	20.00	.75		5.00
Arbitration .....	7	1.50	9.00	.10	1.00	6.00	.50	3.00			.40
Ariel .....	7	1.50	8.00	.10	1.00	6.00					
Aristocrat .....	7	10.00	70.00	.70	7.00	50.00	4.00	24.00	1.00		6.00
Aristotle .....	Cir	.50	3.00		.30	1.80					
Bambino .....	7	5.00			3.50						
Baron Hulot .....	Cir	1.00	6.00		.60						
Beatrice .....	7	2.00	12.00	.15	1.30	7.50			.15		.50
Betty Bunce .....	7	4.00	24.00	.30	3.00	18.00	1.50	9.00	.35		2.00
Betty Joy .....	15	7.50	45.00	.50	5.00	30.00	3.00	20.00	.60		4.00
Blue Isle .....	Cir	2.00	12.00	.15	1.30	7.50	.70	4.00	.15		.50
Bouncing Bet .....	8	10.00		.70	7.00						
Break O'Day .....	9	5.00	30.00	.35	3.50	21.00	2.00	10.00	.40		2.00
Broadelbin .....	7	5.00	30.00	.35	3.50	21.00	2.00	10.00	.50		3.00
Buddy .....	Cir	1.00	6.00		.50	3.00	.30	1.80			.25
Byron L. Smith .....	Cir	1.50		.10	1.00	6.00					.40
Cameo .....	10	1.00	6.00		.60	3.50					.25
Canandaigua Red .....	8	7.50	45.00	.50	5.00	30.00	3.00	18.00	.60		4.00
Capt. Jinks .....	10	1.50	9.00	.10	1.00	6.00					.40
Carmine Kid .....	Cir	.50	3.00		.30	1.80					.25
Chameleon .....	11	2.50	15.00	.15	1.50	9.00	.90	5.00	.15		.75
Chicadee .....	8	1.00	6.00		.50	3.00	.25	1.50			.25
Chieftain .....	8	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20		.90
Cleopatra .....	16	10.00	60.00	.75	7.50		5.00	30.00			
Clio .....	8	2.00	12.00	.10	1.00	6.00					
Clydesdale .....		2.50		.15	1.50	9.00	.90	5.00	.15		.75
Copperhead .....	10	1.00	6.00		.60	3.50					
Cream Airy Fairy .....	Cir	.50	3.00		.30	1.80					
Creator .....	10	50.00		3.50	35.00		20.00		5.00		
Crinkles .....	29	3.50									
Crown of Gold .....	10										
Daisy Dutton .....	28	7.50		.50	5.00						
Dante .....	Cir	1.00	6.00		.50	3.00					
Dardenella .....	11	5.00	30.00	.35	3.50	21.00	2.00	12.00	.50		3.00
Debutante .....	12	5.00	30.00						.50		3.00
Dewdrop .....	Cir	.50	3.00		.30	1.80					
Dixie Maid .....	Cir	1.00	6.00								
DuGanne Delight .....	14	3.00	18.00	.20	2.00	12.00			.20		.90
Early Laddie .....	11	2.00	12.00	.15	1.30	7.50			.15		.50
Early Lassie .....	10	2.00	12.00	.15	1.30	7.50			.15		.50
Early One .....	Cir	.50	3.00		.30	1.80		1.00			
Easter Lily .....	28	30.00		2.00	20.00		12.00	72.00	3.00		18.00
Echo .....	11	3.00		.20	2.00	12.00			.20		.90
Elaine .....	18	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20		.90
Elegant Beauty .....	Cir	1.00	6.00		.60	3.50	.35	2.00			.25
Elfin .....	Cir	.50	3.00		.30	1.80		1.00			
Etendard .....	Cir	1.50	9.00	.10	1.00	6.00					
Evangeline .....	11	3.50	21.00								
Evelyn Kirtland .....	Cir	1.00	6.00								

Variety	Page	Large Size		Medium Size		Small Size		Cormels		
		Doz.	100	Each	Doz.	100	Doz.	100	Doz.	100
Fastidious	11	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20	.90
Fleetwood	10	20.00		1.40	14.00		8.00		2.00	12.00
Floral Tribute	11	1.50	9.00		1.00	6.00	.50	3.00		.40
Florentina	11	2.00	12.00	.15	1.30	7.50			.15	.50
Florescence	11	1.00	6.00		.50	3.00	.35	2.00		
Floretta	13	4.00	24.00	.30	3.00	18.00	1.50	9.00	.35	2.00
Fort Sumter	12	50.00		3.50	35.00		20.00		5.00	30.00
Freckles	Cir	.50	3.00		.30	1.80		1.00		.25
Geneva Gem	28	5.00	30.00	.35	3.50	21.00	2.00	12.00	.50	3.00
Gladdie Boy	19	10.00	60.00	.70	7.00	40.00			1.00	6.00
Gold Drop	Cir	1.00	6.00		.60	3.00				
Golden Maid	11	7.50							.75	5.00
Goldina	11	1.50	9.00	.10	1.00	6.00				.40
Gregor Mendel	12	1.50	9.00							.40
Gypsy Butterfly	12	2.50	15.00	.15	1.50	9.00	.90	5.00	.15	.75
Halcyon	11	5.00	30.00	.30	3.00	18.00	1.80	10.00	.50	3.00
Halley	Cir	.50	3.00							
Harvest Moon	12	5.00	30.00	.30	3.00	18.00	2.00	12.00	.50	3.00
Herada	Cir	1.00	6.00		.50	3.00	.35	2.00		.25
Hilda	12	2.50	15.00	.15	1.50	9.00	.90	5.00	.15	.75
Hopewell White	13	7.50		.50	5.00	30.00	3.00	20.00	.75	5.00
Humdinger	12	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20	.90
Idyll	28	10.00	60.00	.70	7.00	40.00			1.00	6.00
Jasper	13	1.50	9.00	.10	1.00	6.00	.50	3.00		.40
King Midas	13	5.00	30.00	.35	3.50	21.00	2.00	12.00	.50	3.00
Kokomo	Cir	1.00	6.00		.60	3.50	.35	2.00		.25
Lancelot	18	5.00	30.00	.35	3.50	21.00	2.00	12.00	.50	3.00
LaRose	13	10.00		.70	7.00	40.00	4.00	24.00	1.00	6.00
Legion Gold	28	10.00							1.00	
LeMarchal Foch	Cir	.50	3.00		.30	1.80		1.00		
Little Bill	14	1.00	6.00							
Los Angeles	29	2.50								
Lovera	Cir	1.00	6.00		.60	3.50	.35	2.00		.25
Lucette	21	1.00	6.00		.60	3.50	.35	2.00		.25
Lucifer	28	5.00		.35	3.50		2.00			
Mandalay	14	2.50		.15	1.50					
Marcella	14	2.00	12.00	.15	1.30	7.50			.15	.50
Mary Pickford	29	1.00	6.00		.60	3.50	.35	2.00		.25
Matador	13	4.00	24.00	.30	3.00	18.00	1.50	9.00	.35	2.00
Maud Muller	14	2.00	12.00	.15	1.30	7.50	.70	4.00	.15	.50
Mauve Belle	28	5.00	30.00	.35	3.50	21.00	2.00	12.00	.50	3.00
Milady	14	1.50	9.00	.10	1.00	6.00	.50	3.00		.40
Mona Liza	Cir	1.50	9.00	.10	1.00	6.00				.40
Monona	Cir	.50	3.00		.30	1.80		1.00		
Mrs. Francis King	Cir	.50	3.00		.30	1.80		1.00		
Mt. Marcy	28	4.00	24.00	.30	3.00	18.00	1.50	9.00	.35	2.00
Muriel	29	1.50								
Nacomee	14	2.50	15.00	.15	1.50	9.00			.15	.75
Night Bird	14	5.00		.35	3.50				.50	3.00
1910 Rose	29	1.00	6.00		.60	3.50	.35	2.00		.25
1925 Rose	14	2.50	15.00	.15	1.50	9.00			.15	.75
Nokomis	14	2.00	12.00	.15	1.30	7.50			.15	.50
Nomad	28	10.00		.70	7.00				1.00	6.00
Norwalk	14	2.50	15.00	.15	1.50	9.00			.15	.75
Oberlin	14	2.00		.15	1.30	7.50	.70	4.00	.15	.50
Oh! Boy	14	50.00		3.50	35.00		20.00		5.00	30.00
Olympiad	17	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20	.90
Opalescent	20	2.00	10.00	.10	1.00	6.00	.50	3.00		.40
Oriflame	17	1.50	9.00		1.00	6.00				.40
Panama	Cir	.50	3.00		.30	1.80		1.00		
Parader	17	1.50	9.00		1.00	6.00	.50	3.00		.40
Patricia	17	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20	.90
Pelican	17	1.50	9.00		1.00	6.00				.40
Piccadilly	23	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20	.90
Pinehurst	17	2.00	12.00	.10	1.00	6.00	.50	3.00		.40
Pink Pride	17	5.00		.35	3.50		2.00		.50	3.00
Pippin	18	2.00	12.00	.15	1.30	7.50	.70	4.00	.15	.50
Pirate Gold	18	2.50	15.00							
Poo Bah	18	1.50	9.00		1.00	6.00				
Popularity	22	2.50	15.00	.15	1.50	9.00			.15	.75
Pride of Lancaster	Cir	1.00	6.00		.60	3.50	.35	2.00		.25
Primulinus Specie	29	1.00	6.00		.60	3.50				
Primunella	Cir	1.00	6.00		.60	3.50				.25
Priority	20	2.00	12.00	.15	1.30	7.50	.70	4.00	.15	.50
Prometheus	18	2.50		.15	1.50	9.00			.15	.75
Prophet	18	1.50	9.00		1.00	6.00				



Variety	Page	Large Size		Medium Size			Small Size		Cormels	
		Doz.	100	Each	Doz.	100	Doz.	100	Doz.	100
Quaker Maid .....	20	3.00	18.00	.20	2.00	12.00	1.00	6.00	.20	.90
Red Jacket .....	20	2.50		.15	1.50		.90	5.00	.15	.75
Revue .....	20	2.00	12.00	.15	1.30	7.50	.70	4.00	.15	.50
Richmond .....	20	1.50	9.00		1.00	6.00				.40
Roanoke .....	Cir	1.00	6.00		.60	3.50				
Robinhood .....	20	2.50	15.00	.15	1.50	9.00			.15	.75
Robusto .....	20	2.50	15.00	.15	1.50	9.00			.15	.75
Romance .....	29	1.50	9.00		1.00	6.00	.50	3.00		.40
Romantic .....	29	1.50	9.00		1.00	6.00	.50	3.00		.40
Rosalia .....	29	1.00			.60	3.50	.35	2.00		
Rosalind .....	29	3.00								
Rose of Sharon .....	28	5.00		.35	3.50					
Rosemary .....	29	5.00								
Rotary Pink .....	20	7.50		.50	5.00	30.00	3.00	20.00	.75	5.00
Rotary White .....	21	3.00								
Rubella .....	21	1.50			1.00	6.00	.50	3.00		.40
Rustler .....	28	7.50								
Salome .....	22	1.50	9.00		1.00	6.00				.40
Scarlet Princeps .....	Cir	1.00	6.00		.60	3.50	.35	2.00		.25
Serrata .....	21	10.00		.70	7.00	40.00	4.00	24.00	1.00	6.00
Sibyl .....	Cir	1.50	9.00		1.00	6.00				
Silverstone .....	22	2.00	12.00	.15	1.30	7.50	.70	4.00	.15	.50
Snow Blossom .....	22	2.50		.15	1.50					
Sonata .....	Cir	2.50	15.00	.15	1.50	9.00				
Spectrum .....	28	5.00		.35	3.50					
Spider .....	28			7.00	70.00		40.00			
Splendorra .....	29	2.00		.15	1.30	7.50				
Starlight .....	25	2.50	15.00						.15	.75
Summer Dream .....	26	10.00		.70	7.00				1.00	6.00
Swiss Maiden .....	24	1.50	9.00		1.00	6.00				.40
Sylvan Queen .....	22	2.50	15.00	.15	1.50	9.00	.90	5.00	.15	.75
Taj Mahal .....	22	4.00	24.00	.30	3.00	18.00	1.50	9.00	.35	2.00
Tangerine .....	Cir	1.00	6.00		.60	3.50				
Theda .....	22	1.50	9.00		1.00	6.00	.50	3.00		.40
Tommy Atkins .....	28	5.00	30.00	.35	3.50		2.00	12.00		
Triumpho .....	22	5.00		.35	3.50				.50	3.00
Trojana .....	22	1.50	9.00		1.00	6.00	.50	3.00		
Trooper .....	22	2.00		.15	1.30				.15	.50
Vanity .....	27	1.50	9.00		1.00	6.00				.40
Victor .....	25	7.50		.50	5.00				.75	5.00
Von Sion .....	22	1.00	6.00		.60	3.50				
War .....	Cir	1.00	6.00							
Warrior .....	22	4.00	24.00	.30	3.00	18.00			.35	2.00
White Orchid .....	24	50.00		3.50	35.00		20.00		5.00	30.00
White Premier .....	24	20.00								
Zealot .....	Cir	1.00	6.00		.60	3.50				

## READ THIS BEFORE ORDERING

All prices include transportation prepaid.

Safe delivery guaranteed.

All bulbs guaranteed true to name.

Shipments go forward in early spring.

Remittance should accompany all orders.

Use enclosed order sheet.

Write your NAME and ADDRESS PLAINLY.

ORDER EARLY and get the FREE BULBS as below.

If your order reaches us before the date stamped on enclosed order sheet we will send you

## FREE BULBS

as follows on orders taken from all pages except 32 and 33.

One Extra Bulb of LUCETTE with every \$1.00 worth.

or

One Extra Bulb of OPALESCENT with every \$2.00 worth.

The date on the order sheet allows sufficient time if you act promptly.

This is an extra reason for you to

**DO IT NOW.**

# IRISES

Irises, those beautiful rainbow colored flowers, should be in your garden. They are very effective used as a border in front of shrubbery or along a drive, are splendid for mass planting, and even a few clumps blooming here and there will add a wonderful color to your garden. Try them. They are one of the easiest flowers to grow for they require practically no care after planting.



## Extra Early Varieties

**GERMANICA**—Large blue with white beard. The old standby for years ...

Each 20c; 3 for 40c; Doz. \$1.50

**KOCHIL**—Early, semi-dwarf, rich claret purple .. Each 35c; 3 for 75c; Doz. \$3.00

## Tall Blue Varieties.

**PALLIDA DALMATICA**—This has been in commerce over a century and still rated amongst the highest. Extra tall, sweet scented with large spreading flowers of clear lavender blue .....

Each 25c; 3 for 50c; Doz. \$2.00

**MOTHER OF PEARL**—Standards and Falls pale bluish-lavender, with a faint creamy undertone. Large flowers of perfect form and exceptional substance. The creamy undertone of this exceptional substance often assumes the luster and iridescence which we see in the beautiful lining of sea shells which produce Mother of Pearl. The plant is tall, a vigorous grower, and a profuse bloomer .....

Each 50c; 3 for \$1.50; Doz. \$5.00

## Purple Varieties.

**ALCAZAR**—Very large with reddish purple falls and mauve standards. Extra fine .. Each 35c; 3 for 75c; Doz. \$3.00

**LENT A. WILLIAMSON**—The best Iris produced in America. Standards soft lavender-violet with falls of velvety royal purple ..... Each 75c; 3 for \$2.00

## Reddish Variety.

**COLONEL CANDELLOT** — Standards bronze, overlaid with red-lavender; falls rich velvety crimson-purple. A good approach toward red .....

Each 50c; 3 for \$1.25; Doz. \$5.00

## Pink Variety.

**QUEEN OF MAY**—Soft rosy lilac. The best pink variety at a moderate price

Each 25c; 3 for 50c; Doz. \$2.00

## White Variety.

**FLORENTINA**—Early and fragrant.

White with very slight tinge of lavender .. Each 25c; 3 for 50c; Doz. \$2.00

## Bronze Variety.

**MME. CHARMET**—Bronze yellow standards with rich purple falls and heavy yellow beard. Large and fine .....

Each 25c; 3 for 50c; Doz. \$2.00

## White with Blue Borders

**MME. CHEREAU**—White with margin of lavender-violet .....

Each 25c; 3 for 50c; Doz. \$2.00

**POCAHONTAS**—Pure white, bordered pale violet. Midseason. A tall vigorous grower .. Each 35c; 3 for \$1.00; Doz. \$3.50

## Bi-Color Type.

**IRIS KING**—Standards yellow. Falls rich maroon bordered yellow .....

Each 35c; 3 for 75c; Doz. \$3.00

**RHEIN NIXE**—Standards white. Falls purple-violet bordered white .....

Each 35c; 3 for 75c; Doz. \$3.00

## Yellow Varieties.

**FLAVESCENS**—The old standard light yellow .. Each 25c; 3 for 50c; Doz. \$2.00

**SHERWIN WRIGHT**—Deep yellow, short growth..Each 35c; 3 for 75c; Doz. \$3.50

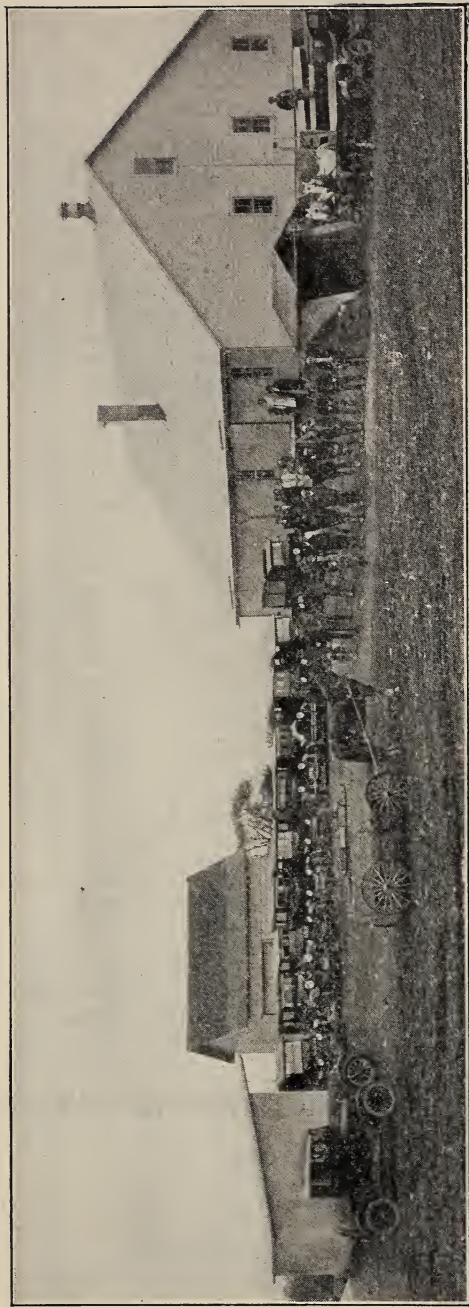
## Combination Offer.

One each of the 16 varieties listed for \$4.00.

## SPECIAL RAINBOW IRIS COLLECTION

Germanica .....	\$20
Pallida Dalmatica .....	25
Iris King .....	35
Colonel Candelot .....	50
Queen of May .....	25
Mother of Pearl .....	50
Flavescens .....	25
Pocahontas .....	35

These eight Irises postpaid for \$2.00.



## New Store House

The above illustration will give you some conception of our storage facilities and working force. Much of the vitality in *Gladiolus* bulbs is sometimes lost through improper curing and storing.

The upper portion of this building is specially designed for thoroughly curing the bulb crop when harvested, through the proper application of heat and correct ventilation.

The basement is built of solid concrete, frost proof, and is maintained at proper humidity to keep the bulbs in plump and vigorous growing condition.



JOIN THE  
AMERICAN GLADIOLUS SOCIETY.

Membership in this society is of immense value to the ever-increasing multitudes of Glad Fans.

With your membership you receive monthly the official publication of the society with high class timely articles relating to the growing of Glads. This monthly review tells more about your favorite flower than any other publication in the world.

Annual membership only \$2.00.

Send your membership fee to us and we will send you absolutely free one bulb each LUCETTE, VANITY, OPALESCENT.

Please fill out the coupon below.

GARDEN AND HOME BUILDER.

Garden & Home Builder is recognized as the best monthly publication with an appeal to those who take pride in their gardens. Handsomely illustrated, with articles on all timely garden subjects by the best writers. It is an inspiration every month in the year.

Regular subscription price, \$3.00 per year.

Send your order to us and we will send you. absolutely free one bulb each of LUCETTE, VANITY, OPALESCENT.

Please fill out the coupon below.

"THE GLADIOLUS BOOK."

By McLean, Fischer and Clarke.

A practical and comprehensive review of the entire Gladiolus family in all its numerous ramifications. It tells about the races and types of the different breeders, what they have worked with and how the different species have come to influence the different strains. The cultural treatment is of the most practical kind. In fact, the volume is just what it says—"The Book of the Gladiolus"—illustrated with 24 pages of half tone and black and white and four pages of color plates showing the history and evolution of the Gladiolus. This is the book all Gladiolus lovers have been waiting for.

Regular price is \$5.00.

If you order this book through us we will send you free three bulbs each of LUCETTE, OPALESCENT and VANITY.

Please fill out the coupon below.

GLADIOLUS

BY F. F. ROCKWELL.

The book all beginners and amateur growers should have. Contains 96 pages illustrated with detail sketches telling all the things you have wanted to know.

Regular price is \$1.00.

Send your order to us and we will give you absolutely free one bulb each of LUCETTE, VANITY and OPALESCENT.

Please fill out the coupon below.

(Cut on this Line)

COUPON.

Mark an (X) before the items below that you want.	
Membership American Gladiolus Society with free bulbs .....	\$2.00
Subscription to Garden & Home Builder with free bulbs .....	3.00
The Gladiolus Book with free bulbs .....	5.00
Gladiolus Book (Rockwell) with free bulbs .....	1.00

Name..... Street.....

City..... State.....

We are interested in helping to make your garden more beautiful. If you will fill out the coupon below, we will be able to send you much helpful information.

Do this whether you order anything from us or not.

Size of your Flower Garden? .....			
Place an (X) before the kinds of flowers you grow.			
Gladiolus	Roses	Dahlias	Annuals
Iris	Lilies	Tulips	Other Perennials
Peonies	Delphiniums	Narcissus	Flowering Shrubs

Which of the above give you most pleasure? .....

Mail to BILL'S GLAD FARMS, CANANDAIGUA, NEW YORK.

Put names of friends having gardens on back of this sheet.

THANK YOU!

## Classification of Glads

### CLASSIFICATION OF GLADS.

The American Gladiolus Society has recognized and classified three distinct types of Gladiolus.

The **Grandiflorus** or exhibition type with large flowers, sturdy growth, and many flowers open at a time facing one direction.

The **Primulinus** type with hooded flowers, of medium size, spaced well apart on graceful wiry stems.

The (**P. G.**) **Primulinus Grandiflorus** type combining the size and dignity of the Grandiflorus, with the grace and beauty of

the Primulinus. This is the type destined to become most popular with those who know Glads.

The Society also recognizes certain variations of these three types which make them best adapted for commercial cut flower purposes as well as those with characteristics making them most valuable for landscape decoration.

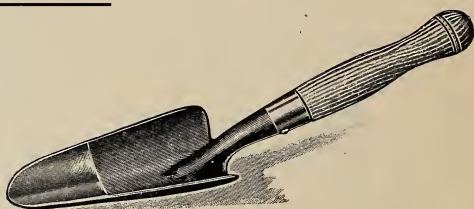
In our descriptions you will find frequent reference to these types and our recommendation for the uses to which they are best adapted.

### Agents.

We have many customers who are able to pay for their own bulbs by selling our \$1.00 packages on page 32. Ask for agent's terms if you are interested.

### Children's Gardens.

Why not encourage the children to have a garden and grow some Glads? Give them a small space and they will be Glad Fans before you know it. Let them earn their bulbs by selling \$1.00 packages on Page 32. We will send them 4 Packages for \$3.00. Or will send 4 Special Offer No. 3 on page 33 for \$3.00.



### Garden Trowel.

Better have one of these packed with your bulbs. Large enough to really do something. We use dozens of them when we dig our bulbs ..... Each 50c

This space for addresses of your friends who have gardens. Please send us only names of those you know to be interested.

WE THANK YOU.

Name.....	Street.....
City.....	State.....
Name.....	Street.....
City.....	State.....
Name.....	Street.....
City.....	State.....
Name.....	Street.....
City.....	State.....
Name.....	Street.....
City.....	State.....
Name.....	Street.....
City.....	State.....

FROM



BILL'S GLAD FARMS  
CANANDAIGUA

N. Y.





## HOW TO ORDER BY MAIL

Please use the Order Sheet enclosed with this catalog. Write your name and complete address plainly.

## ORDER EARLY

Orders are booked in rotation as received. If a variety ordered is sold out we will substitute another variety of equal or higher value or return the amount to you. Please indicate by "yes" or "no" on order sheet in proper space, whether we may make substitution. Our stock of some varieties is limited and the first orders will get them.

## TERMS

Remittance must accompany all orders as prices as based on cash with order. All bulbs ordered from this catalog sent prepaid to all points in United States and Canada. No charge for packing. Transportation extra to foreign countries.

## CANADIAN AGENCY

All customers in Canada must send their orders to: LYMAN W. COUSINS, 472 Tecumseh Ave., London, Ontario, Canada.

Add 25% to prices in this catalog to cover customs duty. Import permits not necessary as the bulbs will be sent post paid from London, Ontario.

## TRADE DISCOUNTS

Special lists will be sent to commercial growers, florists and nurserymen when application is made on printed stationery or business card enclosed.

## GUARANTEE

We guarantee all stock to be true to name and to be vigorous flowering size. We cannot guarantee results as the condition under which they are planted is a matter beyond our control. However, full cultural directions will be included with every shipment.

## TIME OF SHIPMENT

We begin to make shipments about March 1st or as soon thereafter as the weather will permit.

## OUR LOCATION

Our location is just east of Canandaigua on the main highway from Buffalo through Canandaigua to Geneva, Auburn, Syracuse and New York city. Thousands of tourists stop to view our plantings.

The Latch String hangs clear out into the middle of the road, and it will be our pleasure to make your personal acquaintance and show you what is now growing in an old Indian Garden.

## BANK REFERENCE

If you should care to do so, we invite you to refer to: The Canandaigua National Bank, or Ontario County Trust Co., both of Canandaigua, N. Y.

President, Wm. H. Purple

Treasurer, Fred R. Purple

Supt. of Production, S. B. Dorrance

Make all Checks and Money Orders payable to—

**BILL'S GLAD FARMS, INC.**

GLADIOLUS BILL, Mgr.

Canandaigua, New York

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Batavia, N. Y.